The Motor Ombudsman spotlights exceptional customer service in their 2026 Star Awards

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- The Motor Ombudsman’s Star Awards enter their seventh year, and allow consumers to recognise Motor Ombudsman-accredited businesses and individual team members who have gone beyond the call of duty during the past 12 months
- Up until 01st September, customers have the opportunity to put forward their chosen ‘stars’ via The Motor Ombudsman’s online Awards portal (TheMotorOmbudsman.org/Awards)

- All regional and Customer Service Star Award winner trophies will be presented in-person for the first time at The Motor Ombudsman's commemorative 10th anniversary event in October

  London, 05 May 2026 The Motor Ombudsman has opened nominations for the seventh edition of its annual Star Awards. The motor industry accolades, which have grown in stature since their launch in 2020, allow customers to shine the spotlight on Motor Ombudsman-accredited businesses and team members across the country who have gone the extra mile when assisting them during their vehicle purchase and ownership journey.

  Via a short written submission on The Motor Ombudsman's dedicated Awards portal (TheMotorOmbudsman.org/Awards), motorists can put forward an independent garage, franchise dealer or body repair centre signed up to the Vehicle Sales and/or Service and Repair Codes of Practice for one of the eight regional Star Awards on offer. These trophies extend from the South covering Cornwall to Kent, to Scotland and the Shetland Isles in the North, and to Northern Ireland.

  The second main category of The Motor Ombudsman contest is the Customer Service Star Awards, open to motorists who have enjoyed an exceptional experience when contacting the head office of an accredited vehicle manufacturer or warranty provider, for example with a query in relation to their car or when making a claim on their policy. A new addition to the Customer Service Star Awards for this year, is the opportunity for individuals working at any of these organisations to nominate a fellow colleague for going above and beyond what would readily be expected in their day-to-day role.

  During the past six years, The Star Awards have seen more than 10,000 nominations from consumers, highlighting the expanding profile of the competition across the nation's automotive sector. From the submissions that are put forward by motorists for the 2026 edition of the accolades between now and 01st September, a group of finalists will be drawn up by The Motor Ombudsman according to an established set of criteria. This will see a total of 24 businesses and individuals in contention to win one of the eight regional trophies, and a total of six eligible to claim a Customer Service Star Award.

From this year's shortlist, a panel of automotive industry experts will be tasked with reaching a joint consensus to determine the winners of this year's silverware in each category, and those that will be commended for being a finalist for their achievement of being a runner-up in their class. Furthermore, from the pool of eight regional trophy holders, judges will re-assess these entries on their own merits, to agree the business or individual staff member that should receive the competition's top prize – the National Star Award.

To date, the National Star Award Hall of Fame features four independent garages, spanning Cornwall to Scotland, a franchise dealership in Northern Ireland, and an individual salesperson from a car showroom. This year's recipient will succeed Napoleon Garage in Bradford to hold the coveted title.

In another milestone for the Star Awards competition, all regional winner trophies will be presented in person for the first time at The Motor Ombudsman's commemorative tenth anniversary event in October, alongside the two Customer Service Star Award trophies.

Furthermore, The Motor Ombudsman's successful partnership with the Chartered Trading Standards Institute (CTSI)'s renowned Hero Awards will continue for a fourth consecutive year. This will see the 2026 National Star Award trophy presented to the winner in person in the prestigious surroundings of the Houses of Parliament in Westminster, London. The named business, or individual team member, will also receive £2,000 in shopping vouchers, together with valuable marketing exposure, including a bespoke video filmed at the winner's premises.

Bill Fennell, Chief Ombudsman and Managing Director of The Motor Ombudsman, said: "As we launch the 2026 Star Awards, we are once again inviting motorists to recognise the businesses and individuals who consistently put motorists first and make a genuine difference throughout their vehicle purchase and ownership experience. We are equally looking forward to reading the heart-warming stories that are submitted over the coming months, and celebrating the very finest examples of customer service from across the UK."

Bill added: “The Star Awards continue to be an important showcase for the many positive contributions that accredited businesses and their teams deliver for customers every day, and we’re proud to see the competition go from strength to strength as it enters its seventh year.”

For more information about The Motor Ombudsman’s Star Awards, visit TheMotorOmbudsman.org/Awards

Summary: The Motor Ombudsman’s National Star Award winners (2020 – 2025)

2025: Napoleon Garage, Bradford, Yorkshire (independent garage)

2024: AJ Fleetcare, Leeds, Yorkshire (independent garage)

2023: Luke Laurence, Sales Executive at Crown Suzuki, Hendon, North London (individual staff member)

2022: Roadside (Garages) Kia, Coleraine, Northern Ireland (franchise car dealership)

2021: The Garage (Whitburn), Whitburn, Scotland (independent garage)

2020: Dukes AutoTech, St Austell, Cornwall (independent garage)